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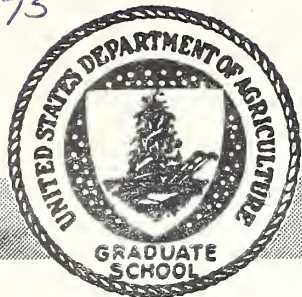
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# Newsletter

APR 4 - 1956  
★  
OF AGRICULTURE



## GRADUATE SCHOOL ★ USDA

March 23, 1956

To the Faculty, Committee Members and  
others associated with the Graduate School:

Our April calendar includes three lectures and a luncheon.  
You may need to remind yourself that the lectures in the marketing series  
are at 3 p.m. The speakers and their subjects are:  
D. Barton DeLoach, chief of market organization and costs; AMS, "Problems in Streamlining Marketing Systems," on April 4.  
F. R. Wilcox, assistant general manager, Sunkist Growers, "Citrus in A Changing Market," April 11.  
W. C. Crow, chief of transportation and facilities research, AMS, "Modernizing Market Facilities," on April 18.  
We have the dining room 6962 South Building, reserved for a luncheon on Tuesday April 3. Dr. Kerry Smith, Executive Secretary, Association for Higher Education, will be the speaker.

We have added six courses to the summer schedule. Four are courses that have high enrollments during the fall or spring term and are being repeated for students who have indicated an interest. These are: Introduction to Photogrammetry with S. J. Friedman as instructor; Data Processing I, to be given by Mrs. Dorothy Armstrong; Improving Human Relations, taught by Carl Bauer; and Reports and Forms Management, given by Bill Rice.

The two new courses are: Problem Solving, taught by Thomas L. Saaty; Review of College Algebra by Howard Edelson;

This is centennial year for the University of Maryland. One hundred years ago, on March 6, authority was given "to establish and endow an agricultural college," which would enable (the youth of Maryland) "to subdue the earth and elevate the State."

It was my privilege to represent the Graduate School at the luncheon marking the opening of the University's centennial celebration at College Park, March 6, and later to see the 108-booth exhibit depicting the school's history.

President John A. Hanna of Michigan State University, the luncheon speaker, gave an inspiring talk on what the land-grant college idea has meant to the United States. The institution, which he heads, marked its centennial in 1955. Pointing out that these colleges and universities opened the way

for higher education for the masses and broke the limitation of wealth which had previously been a requirement for a college education. Dr. Hanna said, "Public education has brought the United States the closest to a classless society the world has ever known." Then turning to a topic that's in the news these days -- surpluses, he said there will never be an oversupply of trained intelligence. Highly trained intelligence is needed to find ways of handling surpluses today and will be needed even more urgently in a few years when people face a reverse situation -- not surpluses but shortages. These will come when the pressure of population turns much of our present farm lands to other uses -- for industry, housing, roads, and other public uses."

Governor Theodore McKeldin briefly reviewed the history and growth of the University of Maryland and President Wilson H. Elkins presided.

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Possibly the most remarkable aspect of modern Israel, according to Assistant Director O. B. Conaway, is the skill with which her leaders are bringing immigrants from widely diverse backgrounds into a common culture and using extremely limited physical resources to build a vigorous nation.

Dr. Conaway talked on his observations and experiences in Israel during the six months he spent there last year on an assignment for the United Nations at our faculty luncheon, March 1.

His purpose in going there was to assess opportunities and the need for graduate training in public administration. He found excellent opportunities for setting up a curriculum based on work now being offered in the social sciences in Hebrew University. He recommended that graduate training in public administration be initiated and as we've mentioned in past newsletters, another Graduate School associate -- Martin Kriesberg, formerly of Agricultural Marketing Service -- has gone to Israel to serve as consultant in establishing the new program.

Dr. Conaway reminded us of the brilliant record one of our former colleagues -- Walter Loudermilk -- has made in Israel, in helping the government set up an extensive irrigation program. In recognition of Dr. Loudermilk's work, the Israelis have established the Walter Loudermilk School of Agriculture in the Technion, a State institution, at Haifa.

We are much indebted to E. C. Purdy and members of two committees working with him for making a thorough study of the opportunities to offer instruction in photo-composing devices and their use.

The study was made following a request last October from leaders of Columbia Typographical Union #101. They are interested in getting instruction for some 20 apprentices entering the trade each year. In addition there are many journeymen printers who would like to get this training.

On the basis of this prospective enrollment, a committee made up of R. J. Lefebvre, Albert R. Matterazzi, and C. T. Myers Jr., recommended that we go ahead with course outlines. These have now been drawn up by Joseph Hamm, Richard C. Ball, and Edward Cobb.

The proposed instruction includes a lecture course dealing with optics-mechanics and photography as applied to photocomposition and a laboratory course using the photosetter.

Next step is to obtain the equipment. And since a Photosetter costs

between \$25,000 and \$30,000, this represents a big hurdle. Mr. Purdy has discussed the problem with an official of the Intertype Corporation. The company offers to cooperate with us in every way but so far final plans have not been worked out.

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We learned with deep regret that P. V. Cardon, former Director of the Graduate School, has been forced by ill-health to resign as Director General of the United Nations Food and Agricultural Organization. In a letter, March 6 to S. A. Hasnie of Pakistan, independent chairman of the FAO Council, Dr. Cardon said he was resigning "upon the advice of my personal physician and after earnest and prayerful consideration."

A report on the 1955 management intern programs shows that there were 23 participants representing 13 agencies in the junior program and 19 participants from 16 agencies in the senior program. Seventeen additional employees took part in the orientation program for junior management interns as auditors. Under a training agreement initiated this year, any agency may arrange to have an employee follow the interdepartmental program after he completes the orientation and his training will be given recognition in the records.

The Graduate School joined American University and George Washington in supplying scholarships. There were 10 senior interns, 12 juniors, and four auditors enrolled for courses here. One of the auditors, a field employee, took his work by correspondence.

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Barring the catastrophe of war, the trend of our times is clearly toward the production of more and more economic goods by a smaller and smaller labor force working fewer and fewer hours.

What will be the effects of this process upon human beings? George Soule, the economist, has some interesting ideas on the subject in his book, TIME FOR LIVING. He says classical economists ignored an important factor when they attributed the creation of wealth to land, labor, and capital. The fourth factor is time. And he argues that a new appreciation of time as an economic good is leading civilization to a new "instar" -- a term he borrows from the zoologists, who use it to describe the successive stages of the same insect.

Mr. Soule concerns himself with the possibility of mental and spiritual degeneration when man is no longer driven by the spur of necessity. But he is definitely optimistic. He notes the fact that statistically the prevalence of fools is not appreciably greater under the forty-hour week than it was under the twelve-hour day and seven-day week. And he is cheered by the tendency of labor to demand more leisure rather than more money.

We find Mr. Soule's thesis of interest because of the implications it holds for adult education. It suggests that not only will technology require workers to make continuing studies to keep abreast of advances but there will be time for men and women of all ranks and stations to carry on the voluntary studies of interest to them. In other words, it looks as though the work we are now doing in the Graduate School may be only a prologue to a great development.



Two new teachers on the Graduate School faculty this semester are Paul Olejar and Alexander Novak. Mr. Olejar, an information officer in the Agricultural Research Service, is teaching the course in Official Writing offered last semester by Jerome Perimutter, who is on leave from our faculty to complete requirements for a master's degree at George Washington. Mr. Novak, who is with the Government Printing Office, is teaching the course, Offset Lithographic Reproduction, formerly taught by Richard C. Ball. We are sorry to lose Mr. Ball from the faculty. He resigned when he found the pressure of work in a new position did not give him time to continue with the course.

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John F. Preston, whose course in Farm Forestry is offered by correspondence, is the author of a stimulating and well illustrated article in the January issue of AMERICAN FORESTS. The title is, "Is Farm Forestry on the Wrong Trail?"

Herman F. Ellinghausen, who teaches Bacteriological Instrumentation, took his class to Georgetown University, March 6, on the invitation of University officials to participate in a symposium on instrumentation.

Sincerely,

T. Roy Reid  
Director